Promotional Plan	Advertising		
Promotional Plan  2 Determine the objectives of the advertising plan. 3 Create an advertising budget. 4 Identify methods of evaluating the success of an advertising plan. 4 Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand loyalty, brand preference, private/store brand, licensing, and consumer behavior. 5 Explain how branding helps consumer and marketers differentiate products. 5 Explain the factors that affect consumer behavior. 6 Lareers 6 Determine personal trait characteristics that support these types of jobs. 6 Identify career opportunities in advertising and promotion. 7 Determine personal trait characteristics that support these types of careers. 8 Determine personal trait characteristics that support these types of careers. 9 Determine personal trait characteristics that support these types of careers. 9 Determine media, and specialty media. 9 Describe advantages/disadvantages and costs associated with each form of media, outdoor/transit media, electronic media, and specialty media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe advantages/disadvantages and costs associated with each form of media. 9 Describe law and regulations that affect the advertising and techniques to attract audience. 1 Explain how advertising has changed to meet the needs of changing times. 1 Identify the laws and regulations that affect the advertising industry. 1 Identify the laws and regulations that affect the advertising industry. 1 Identify the laws and regulations that affect the advertising personal seliming, personal s	Unit		Objectives
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4 Identify factors affecting the promotional mix (i.e. technology, economy, market, distribution)		3	Describe the importance of the promotional mix: product, place, price & promotion.
		4	Identify factors affecting the promotional mix (i.e. technology, economy, market, distribution)